

Imagine! A shampoo so rich you only need to

# Lather Once!

Rich new Lustre-Creme  
shampoo makes hair  
behave beautifully!

Now you only need to lather once, because Lustre-Creme's new instant-foaming formula makes so much rich, cleansing lather the first time, you don't need to lather again, unless you want to. Your hair will have body... any hair style will be easy to manage... will behave beautifully. Try it and see!

STELLA STEVENS,  
star of Hal Wallis'  
"Girls! Girls! Girls!" uses  
New Liquid Lustre-Creme  
and look how beautifully  
her hair behaves!

NEW LIQUID *Lustre-Creme* SHAMPOO

